Now that you are familiar with logical fallacies and can identify the more ‘lighthearted’ use of them in marketing, it’s time to now explore the effect of false claims have in rhetoric. When *The Daily Show* first came onto the Comedy Central network in 1996, most people assumed the show would be a ‘funny take on news’. While the show certainly does make audiences laugh, the humor comes more from the show’s ability to critique modern media, especially news stations. For a long time, nobody was fact checking our own news, calling out the fallacious claims, or exposing the exaggerated coverage of un-news worthy topics.

In just a few seasons, *The Daily Show* became the major source of information young Americans turned to for their news. Certainly, the show is known for its liberal positions on most topics and Jon Stewart has ongoing battles with other more conservative news sources like *Fox News*, but I don’t want to get caught up on the political labels. The reason we are going to look at an episode clip is to analyze how Stewart addresses fallacies in argument.

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1. *The Daily Show* appeals to audiences who follow major news stories. If you do not know the news story, you will need to do a quick search of the who, what, and when to follow along.
2. The structure of Stewart’s argument is to
   1. Identify a claim in popular media today and either expose it as false or exaggerate it as more true than people think.
   2. Identify who said it and comment on the validity of the source per relevance to this particular subject.
   3. Argue every part of the fallacy one by one, taking time to draw upon example clips that will support why the claim is false, exaggerated, or contradictory.
3. Midway through his speech, he will begin to move to his counterargument/claim.
   1. He will use various examples to support his claim and deflate the opposition’s argument.
   2. He often compares this situation to something more familiar for the audience so they can better appreciate the impact of the situation.
   3. He will use all three rhetorical appeals especially logos.
   4. When concluding, he ties back to the beginning of his argument and closes firmly on a message…although, this message may not be directly said.

For YOUR assignment, you will need to choose a brief news clip of 5-10 minutes long (roughly) and review how Stewart approaches his critical analysis of the subject. Use the outline above to help guide you through his process. This paper is **a two page soft** which means you must end on the second page somewhere. Cover pages are required for papers over one page.

**You ABSOLUTELY will need an outline for this and all papers.**

You will be assessed on your ability to:

1. Identify Stewart’s position on the topic.
2. Identify any rhetorical fallacies or logic flaws discussed/used in the segment to make his point.
3. Weigh whether Stewart’s criticism is effective or not effective.
4. Which rhetorical appeal does he more heavily rely on to persuade ‘his’ audience?
5. Effectively identifying Stewart’s ‘point’. More often than not, this message will be implied and not directly stated.
6. Extra point will be added to anything else you notice that works in favor of the argument.

*\*If you prefer, you can also find clips from The Colbert Show or any other satirical newscast.*

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